

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau



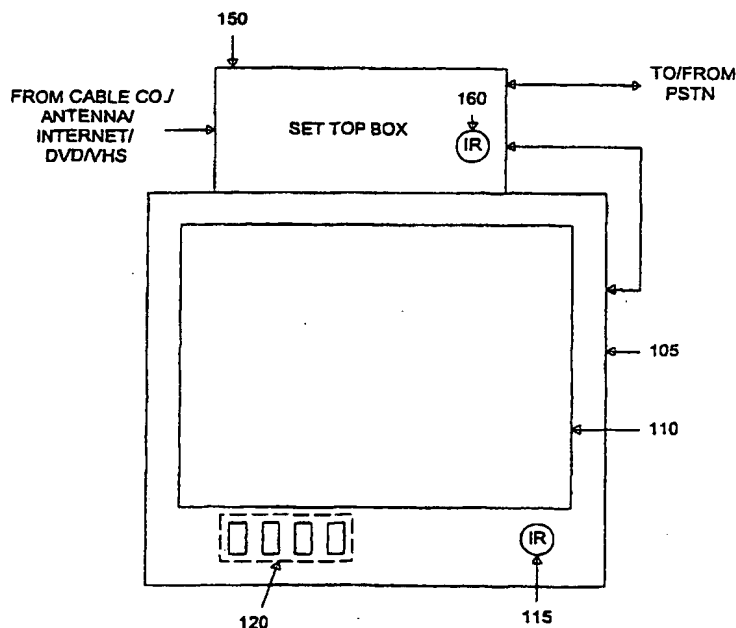
(43) International Publication Date
8 March 2001 (08.03.2001)

PCT

(10) International Publication Number
WO 01/17248 A1

- (51) International Patent Classification⁷: H04N 7/16 (74) Agent: GRAVENDEEL, Cornelis; Internationaal Octrooibureau B.V., Prof Holstlaan 6, NL-5656 AA Eindhoven (NL).
- (21) International Application Number: PCT/EP00/07681
- (22) International Filing Date: 3 August 2000 (03.08.2000) (81) Designated States (*national*): CN, JP, KR.
- (25) Filing Language: English (84) Designated States (*regional*): European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE).
- (26) Publication Language: English
- (30) Priority Data:
60/151,037 27 August 1999 (27.08.1999) US
09/606,400 29 June 2000 (29.06.2000) US
- Published:
— With international search report.
- (71) Applicant: KONINKLIJKE PHILIPS ELECTRONICS N.V. [NL/NL]; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).
- For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.
- (72) Inventors: LORD, William, P.; Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL). MANKOVICH, Nicholas, J.; Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL).

(54) Title: CLOSED LOOP ADDRESSABLE ADVERTISING SYSTEM AND METHOD OF OPERATION



(57) Abstract: There is disclosed an addressable advertising system comprising: 1) receiver circuitry for receiving an incoming television signal from an external source, generating an original baseband video signal, and transmitting the original baseband video signal to a display associated with the addressable advertising system; 2) a local storage device coupled to the receiver circuitry for storing a plurality of replacement video advertisements; and 3) an advertisement controller coupled to the receiver circuitry and the local storage device for detecting a first swap control signal transmitted in the incoming television signal. In response to the detection of the first swap control signal, the advertisement controller causes the receiver circuitry to receive from the local storage device a first selected replacement video advertisement from which the receiver circuitry generates a replacement baseband video signal and transmits the replacement baseband video signal to the display.

WO 01/17248 A1